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Spring 2022

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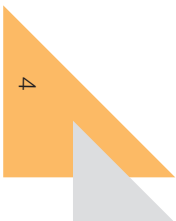
Editorial

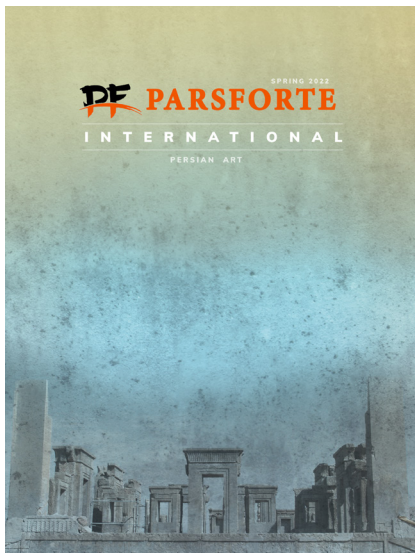
It started with spring, the season of growth, birth, and innovation; the cold and brutal winter passed in the hope of spring's warmth. The new era in the lunar calendar coincides with spring; The past century was loaded with memories of the deceased, lessons for breathing people, and history for the next generations. The last international exhibition of the past century was honorably executed in Europe for Iranian artists. The first exclusive Canadian, European, and international magazine was published to introduce the Iranian artists worldwide. We decided to introduce Iran's history to more people, art, and artistic background. The Parsforte international magazine group consists of friends, young people, artists, Iranian and non-Iranian art lovers trying to demonstrate Persian art, with its rich background of over 5000 years. In the present world crisis and entanglement in war, from Europe to Asia and Africa to America; we try to communicate through the language of art, literature, poetry, painting, photography, clothing, and fashion. We try to take art to the next level, and fulfill the artists' mission, to exhilarate, and promote the artistic spirit, peace, and affection in the world. Parsforte attempts to promote and introduce Persian art and artists committed to art as a serious profession, live for art, and love art for art's sake. We support them from concept to completion.

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Spring 2022



Amir Amin Sharifi





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TABLE OF CONTENTS

WINTER 2022

Parsforte International CO.

EDITORIAL	4
THE REPORT OF THE FIFTH COLLECTIVE EXHIBITION OF AMIRAN ART IN ROME, ITALY	10
PARSFORTE EXHIBITION ARTISTS PRESENT / WINTER 2022 / ROME ITALY	
AMIR AMIN SHARIFI	15
ARMAGHAN KESHAVARZ	16
ZOHREH TAVAKOLI	17
SEYEDEH FARKHONDEH POURNASRANI	18
MOHAMMAD REZA SADEGHI HARIRI	19
ALIREZA JAMALZADEH	20
PARIZAD SADADI	21
ROXANA RASOULI ABDOLMALEKI	22
SAMANEH EHSANI NIA	23

REZA SOLTANIAN	24
SORNAZ	25
SHOKUH BAHRAMI	26
SHIMA SAADAT	27
ALI HABIBPOUR	28
FATEME MIRZAEI	29
SANAM FOROUHARI	30
MEHDI GHORBANZADEH	31
GOLSHAH NIKNAM	32
FIROUZEH GOHARIAN	33
NIKI SHEIKHI	34
MANIZHEH SEYED HOSEINI	35
HAMED MOOSAVINEZHAD	36
NASTARAN MOHAMMADI	37
DOES THIS FORMULA MAKE YOU A PROFESSIONAL ARTIST	38
DOS AND DON'TS OF WRITING AN ARTIST STATEMENT	40
PARSFORTE ARTISTS	
REIHANEH HAYATNOSAEED	44
MITRA TAMJIDI	46
YASAMIN VOSOUGHI	50
A WELL HAMMERED ARTIST RESUME	52



The Benefits of Selling Art Online and employing working strategies

AMIR SHARIFI

Nowadays, people are more interested in buying and selling on social media and online environments. The number of people in this group is increasing every day. A handful of people prefer the traditional ways to buy whatever they need, but trust me, the power of the Internet will defeat them sooner or later. They claim that in-person purchase allows them to enjoy the actual buying experience, touch the texture, smell the scents, see the colors and make sure that they will take home exactly what they need. There is no argument that in-person selling prevails over online experience, but we know that many people prefer to save their precious time by shopping online, and shopping for art is no exception. Think about the possibility of selling your art through social media. So why would you hesitate to improve your future artistic image and show your art to more people beyond physical boundaries? Change your art direction from isolation to worldwide recognition. Join hundreds of thousands of internet lovers who increase their fame and wealth by offering their skills and abilities on social media. You are an artist, and your job is producing art, and like many intelligent engineers, teachers, programmers, writers, translators, and developers, move towards success. Amir Sharifi, the manager of Amiran Holding Company, helps you become successful by sharing some secrets of being active on social media.

The new world is rapidly transforming, and everybody, especially less-known and amateur artists, should adjust their lives accordingly. You may take advantage of various online platforms to display your art and have a better chance to sell your art. The interesting point is that artists who had effective experiences selling their art in several galleries, also use an online environment. It helps them introduce and sell their art to more people across the five continents. «It is a golden and unrepeatable time to become a famous artist and develop your artistic activity». Remember this simple sentence with all of your body cells. Previously, artists had no choice but to work with galleries, and under special conditions, selling and presenting artworks was challenging indeed. The birth of the Internet was a blessing for artists who were sick of working with agents, and reduced the problems of not being appropriately introduced. The agents were concerned with making more money by selling more works, but did not care about the artists spending their youth in the art studio to become successful. This frustrating story is also true about gallery owners and their employees. Do you think they can talk about your work like you? Can they highlight the positive points like you would? Have you ever thought about your chance of selling art against other artists who have interesting items to represent? What would happen to your art when you are not present in the gallery? Think about it. I am sure you will persuade yourself to use online platforms to sell your art.

Why Should Artists Sell Art Online?

The Profitable Advantages of Online Art Selling

Do you know why more businesses use online tools to develop their relationship network? Social media permits countless people in different geographical locations to see artworks, and online shops provide the desirable traffic to target your audience with relative comfort and fewer expenses. As you know, the cost of in-person business is considerably high, and you may encounter many financial problems, such as paying your store's rent, because your customers prefer to stay home and cross their legs while deciding to buy piece. The new generations prefer to avoid wasting time in actual stores and they benefit from social media. Be patient and expect people to migrate from in-person stores to online shops. The passage of time will surprise you by giving you a chance to compete in the art market. The following paragraphs will uncover more hidden benefits of selling art online.

The Surprising Advantages of Selling Art Online

If you are among those people who resist selling art online, please scroll down to change your mind and be prepared for a wonderful online art sale experience. Are you ready for a new quest in the breathtaking world of art? Let's explore.

Selling Art Online Is a Must

Selling artworks is not confined to art galleries, and famous artists admit that online platforms help them earn more money. In other words, social media introduces them to more people in various parts of the world. The Internet has changed the world interestingly. The artists now have a suitable place to display their art, while before the internet era, they needed an agent to take their art to galleries. The agent demanded commission, and the artists earned less money. They had to look for a trustable agent to start a healthy relationship and promote their art. The agent promoted the artist guaranteed to bring him considerable profit. Otherwise, he spent less time marketing the artist. The agent cared about the uniqueness of art, not the artist. In other words, the destiny of the artwork was in the hands of the agent, and he decided whether to sell the artwork or not. Nobody can present artwork the way an artist desires, because they know nothing about the inspiring

story behind a piece. You, as an artist, are armed with the weapon of power in online platforms to express the story of creating your art thoroughly, and comfortably communicate with your audiences worldwide. Without the limitations in traditional ways for the amount of artworks that can be sold, online platforms allow you to bring more works in front of people's eyes and avoid disappointing factors like traffic and the costs of participating in art galleries. In simple words, selling your art on websites is more affordable than art galleries. An online art store attracts art lovers from five continents looking for unique and beautiful pieces.

Save Your Money

Selling art online imposes fewer expenses on your shoulders, because many people prefer to stay home and see their favorite products, particularly during the coronavirus pandemic. Therefore, they will search for online stores whenever they need to buy an artwork. The more people visit your online store, the better the opportunity to present your art and the higher your potential profit. Online stores are affordable, and step-by-step more people target these stores instead of wandering in physical art galleries. If you compare the present situation with ten years ago, you can see that online sales have been promoted considerably. It is an excellent time to establish an online art store. Online platforms enable you to show your art wherever you spend your life and have your collections on your website, so that everybody can access them through their phones or laptops. Keep in mind that updating your website is necessary, and you should be ready to respond to your audience. Online platforms motivate you to promote your artistic features, and experience growth in the art world. Due to the expansion of your audience's circle, you should find your weaknesses and fix them. On the other hand, you can maneuver on your strengths and keep progressing in your professional field. In addition, the accessibility of social media helps develop your artistic business, leading to more audience engagement, benefiting from similar interests.

Expand Your Fame

Being famous is the ultimate goal of every professional, especially artists. Online art markets bring about a group of people who would avoid going to art galleries, to see your art for particular reasons. For example, your online store motivates them to join the virtual art market and discover this exciting world. It permits them to see

the works at any time. This method targets a considerable number of people who have been neglected, despite being influential. Your website's newsletters can make them more interested in accepting your selling offers with open arms, and investing money in art.

Forget the Conventional Beliefs

Many years ago, no one could believe in the power and the dominance of the internet, and the previous generations would laugh at you if you talked about selling art online. Still, some people do not believe in selling and buying art in online stores? Indeed, having an active role in online platforms is the secret of successful artists who have ignored conventional beliefs, and paid attention to the needs of the modern world. If you think only young people use online markets, think twice. Art attracts people who are particularly interested in it, whether young or old. Your audience include ordinary people, art gallery owners, artists, and museum employers. Your website, Instagram page, or other similar platforms help you get noticed, and make more people familiar with your art. The online market makes your name memorable. The more times your name is searched, the higher your name will be shown among relative keywords by search engines. So, people can find and remember your name quickly, and your website or Instagram page's traffic will maximize.

The Last Point

Whether a business person, a lawyer, a teacher, or an artist, a successful person takes advantage of the available resources, to show their abilities in relevant fields of interest. The internet and social media equip you with a powerful and practical weapon to be a famous, memorable, and unique artist. Please do not underestimate the invisible power of the internet in the internet age and enjoy its supremacy and dominance in the art world.



SOMAYYEH SADAT AGHILI

Born on 23 March 1983 (39 years old) and started painting at the age of 19.

About Me:

Artistic Background and Experiences:

My name is Somayyeh Sadat Aghili; 39 years old and graduated with a master's degree in civil engineering, and my area of interest was structure. I found my enthusiasm for painting during childhood; however, I relied on my talent and continued painting. In 2002 I occupied oil color painting on canvas.

Professors and Resume:

I am a self-taught artist.

Exhibitions:

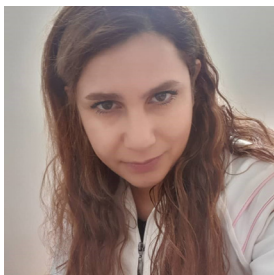
I did not participate in any exhibition.



Work Name: The Iranian Woman's Nobility
Technique: Oil Color
Dimensions: 80*120



Work Name: The Power of Imagination and Persistence
Technique: Oil Color
Dimensions: 70*70



**MEHRNOUSH
ESMAEILI MOGHADAM
TABALVANDANI**

Born in June 1984 (37 years old) and started painting (art research) at the age of 25.

About Me:

Artistic Background and Experiences:

I graduated from Shahid Bahonar University, Kerman, with a bachelor's degree in Historic Buildings Conservation and Restoration and Tehran Payame Nour University with a master's degree in Art Research (painting).

Professors and Resume:

Dr. Esmat Shirin Zadeh

Exhibitions:

The Collective Exhibition in Varna City Art Gallery, Bulgaria, 2022



Work Name: Untitled (from The Flowers and The Girl's Collection)
Technique: Expressive painting- Mixed Media
Dimensions: 40*30



Work Name: Untitled (from The Flowers and The Girl's Collection)
Technique: Expressive painting- Soft Pastel
Dimensions: 50*60 cm



SAKINEH ASADZADEH

Sakineh Asadzadeh, born on the 3rd of Shahrivar, 1386 AH, poet, translator, PhD in private law, university lecturer, writer, orator and painter.

She was very modest, calm, thoughtful, and creative. At the same time, she was involved in various cultural and social group activities. Her presence in the academic field opened a window for her to participate in scientific and specialized discourse at a high level. An open mind, and an equally admirable talent was needed for her to be able to overcome all the obstacles that were to come one after the other.

After doing her bachelor's degree in law in 2012, she began her work as an office employee for an international transportation company, and later as an alimony and dowry legal expert for the Dispute Resolution

Council. After that, she passed the national employment test for the Social Security Organization and started her job there as a legal expert in late 2014. In 2016, she was chosen as the legal expert of the year.

The passion for new experiences led her to a career as a legal expert for the Taziraat Organization in early 2018. She became a professor of law at the University, and started a position in the Ministry of Justice in 2021. She also participated in drafting various bills for the establishment of commercial courts, the laws regarding Iranians abroad, providing expertise on the judicial transformation document, the law of the trade union system, the law of canonical penalties, the leap of production towards property rights, and so on.

While studying, she was looking for practical and ap-

plied activity in the field of law. Therefore, after completing her bachelor's degree in 2011, she started participating in various training courses on article and dissertation writing. Her first articles were titled "Compensation in Case of Impossibility of Temporary Execution", "Examining the Process of Guarantees of Violation of Contractual Obligations in Iranian, British and French law", "Examining the Requirements and Duties of the Employer in Compliance with Health and Safety regulations", "Review of Article 12 of the 2005 Shanghai International Convention on the Use of Electronic Devices in the Conclusion of Remote Contracts", and "A Comparative Study of the Legal Status of Contractual Groups in Iranian and French Law."

Since 2017, by participating in various scientific and academic associations, including the Iranian Civil Procedure Association, the Iranian Association for United Nations Studies, the International Association of Muslim University Professors, and others, she tries to do beneficial work for the Iranian society.

Her first book, "A Study of the Legal Status of Contracting Groups", was published in early 2019.



Literary life

She was very fond of writing and composing as a child, and learned how to spell and compose texts from her brothers earlier than her peers. She was learning Azerbaijani, Istanbul Turkish, English and Arabic while she was completing her education, and successfully obtained her high school diploma in literature and humanities in 2006, and started her academic studies in the field of law. She also started to learn French and playing the Piano in 2014. In 2014 to 2016, she became a member of the Modern Poetry Literary Association.

She published her first poetry book in Persian (The Imaginary Dropper, published by Narvan Danesh) under the pseudonym "Mehregan", in 2018. On her friends' advice, she started translating this book into Turkish in 2019. It was then published by "Şiirden Yayınevi" publication in late 2019, under the name of Hayali Damlacik, and in collaboration with Cengiz Metin.

In the same year, two volumes of other poetry books titled "Bidmeshk Annab" (Muskwillow Jujube) and "Gray Pearl" were published by "Narvan Danesh". In the beginning of 2020, with collaboration of other Iranian poets and the support of Narvan Danesh Publications, she published a collection of poems in Persian titled "New Moon".

Some of her Turkish poems "Hayalın Dansı", "Aşkın Tekbiri", "Benim Ağır Kederim" and "Göklerin Yüzü", were published in 2020 in 58, 59 and 60th issues of the Turkish magazine Şiirden Dergisi, and were met with an enthusiastic welcome by famous Turkish poets such as Ozdemir Ince, and was exclusively interviewed by "Tabriz Bidar" magazine, at the magazine's request.

The "Fire Thunder" was her next book published by Arshadan Publications.

In 2022 her English poems "Solar Buttercups" and "Distillate of Bittern" were published in the Atunis Galaxy Poetry anthology in the Netherlands, and "Regret for the Soil" and "Coffin of Solitude" were in the collection of poems called "Under The Azure Sky", which was published by "Authorpress" Publications in India, in collaboration with world-renowned poets. In the last days of 2020, she won the main prize of the first Saadi International Festival.

From the beginning of 2021, she continued composing and citing poetry, and in collaboration with Iranian poets, participated in three collections of poems, and published "Zero Time", "Three A", and "Cigarette Stubs are Thoughtful".

Her poem "Wretched Raven" was published in the 2257th issue of the national newspaper "Sayeh" and the poem "Propositions of the Palace" was published in

the 3962th issue of The Weekly Information Magazine. On January 24, 2022, the famous poet "Yücel Kayiran", in an article defending the famous Turkish singer "Sezen Aksu" on T24-K24 website, referred to the use of the word "Cahil" in her poem "Aşkın Tekbiri".

In the late 2021, the poems "Zaman Çekirdeği" and "Hayat Gölgesi" were published in issue 69 of Şiirden Dergisi magazine in Turkey and the poem "Opal Earrings" was published in the peace note collection in Journal of the Iranian Society for Peace Studies (Note 14). The book "Mustard Earring" has been published by Austin Macauley Publishers in New York.



Artistic Activities

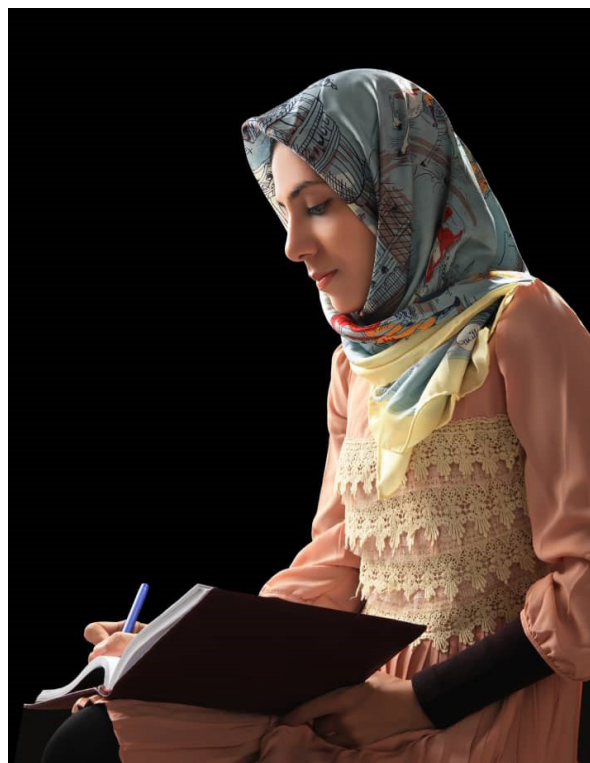
She took handicraft classes with her sisters as a child. She learned embroidery, crocheting, guipure weaving, and tailoring from her second sister in middle school, and the art of painting, drawing and calligraphy from her third sister.

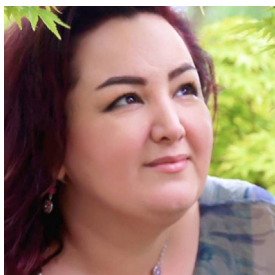
As for painting, there is a collection of different designs and patterns of animals, flowers, plants and trees in her works. She uses visual patterns and enjoys the combination of colors in her paintings. The color combinations refreshes her soul and flourish her creativity.

Interviews and Lectures

In 2018, she had an interview in Arabic and French with Professor Philippe Simon, Professor of Economics at a University in France, which was published in the Persian section of Tasnim News Agency. She continues to give lectures in specialized and educational workshops. Sakineh Asadzadeh's artistic life is a fruitful one. The desire to live and strive for art and its creation is ever present in her life.

I asked her about her viewpoint on life and she said, "I'm all life and life is all me".





MANDA KASRAEI

Born in 1974 (48 years old), and I have been occupying painting since the age of 30.

About Me:

Artistic Background and Experiences: I graduated with a bachelor's degree in painting from Sureh University and a master's degree in painting from Tehran University of Art.

Professors:

Ahmad Vakili, Reza Hedayat, Behnam Kamrani, Khosro Khosravi

Exhibitions:

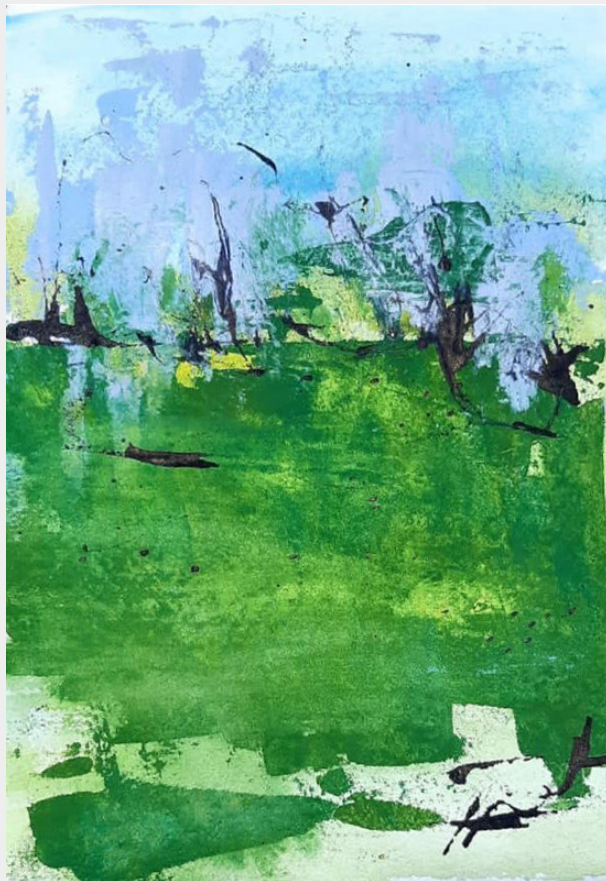
The individual exhibition named "Ki va Koja," As Gallery, Tehran, Iran

The collective exhibition named "Linda Farrel Gallery," France, November 2019

The collective exhibition named "Sakou 99", Shokouh Gallery, May 2020, Tehran, Iran

The collective exhibition named "Tenad," Vista Gallery, 2019, Tehran, Iran

The Online exhibition on fineartamerica.com, American



Nature is the offspring of colors and forms; touch it emotionally
Work Name: Fever
Technique: Weather Color
Dimensions: 28*19 cm



Nature is the offspring of colors and forms;
touch it emotionally
Work Name: Fever 2
Technique: Weather Color
Dimensions: 28*19 cm

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ARTICLE

Selling Art on Facebook and Instagram

AMIR SHARIFI

There are many ways to sell artwork. In fact, an artist will encounter a significant number of buyers, collectors, gallery owners, and art appraisers looking for unique pieces. Actual exhibitions are an available way to sell an artwork. However, you can represent your art on social media, including Facebook and Instagram. If you think loading your Instagram or Facebook pages with the images of your art is the end of the story, you are wrong because it is only the beginning of a challenging path. Be active and patient to attract buyers to your page and encourage them to follow you. People should have a logical reason to follow and check your page on a regular basis to see what you have to offer. Convincing people to keep following you could be a challenging task. You must prove their patience is rewarded; otherwise, you will lose their support. Social media is a place to sell your high-priced artworks, so try to establish trust-based relationships with your audience, bring them into the world of artworks, offer profitable items, and expand your communication network. Do not forget that you must be patient to see the fruit of your labor, because it may take some months or even years before you can benefit from selling art on Facebook and Instagram. If you succeed in

being patient, Facebook will not disappoint you. It is a powerful and invaluable marketing tool to sell your art, but you must learn to be patient before uploading your art's images on Facebook and Instagram, and seeing the outcome.

How to Boost Your Chance of Selling Art on Facebook and Instagram?

Successful art sale on Facebook and Instagram, like other platforms, follows some critical principles. Some of the fundamental criteria are presented in the following paragraphs. Being patient is undeniable, social media is not for you if you lack this virtue. However, if you are determined to be successful and sell more art on your Facebook page, please create a professional page to develop your artistic activities and separate it from your personal page. Your page must include relevant and engaging content about your artworks and their creators. Amir Sharifi highly suggests you categorize your art into relevant groups to help your audience find famous works quickly. Unorganized works lead to your

followers' confusion. Modern audience are not patient enough to investigate unclassified content and will lose their patience quickly. Define some categories to organize your artworks to allow your followers to find whatever they need to see. Organizing art kills two birds with one stone; you direct impatient followers towards relevant works and also help new people find the classified content quickly. Provide a brief description for each gallery, so that your followers know what they need. As long as you have loyal followers, the marketing for your artworks will be done efficiently, provided that you employ creative ways to post images of your works to get more orders and likes on your page. Update your artistic page regularly, and share the newest images of your quest in the art world with your fans, and refresh their minds with fresh images of your art. This technique represents you as a productive and committed artist who cares about his art. Keeping your page up to date gives your fans a motivation to follow and check your page periodically. Successful artists make their Facebook page public because it benefits promoting and selling more art.

In contrast, private pages will limit the potential to influence more people looking for new images. Therefore, the artist will be deprived of desirable feedback, messages, and responses from new people. Do not ruin your artistic future by making your page private. Instead, your Facebook page is a place to create artistic relationships with anybody who has something to share in the art world. If somebody tries to communicate with you, please use simple and understandable language to help them start a straightforward conversation. Your followers will increase, only if you pay close attention to this rule, and never leave questions without clear answers. Let us uncover an appealing fact: the more followers you have, the more you will get noticed by galleries and art organizations. That will satisfy you, right? Be prepared for more invitations to exhibitions and art shows.

Do not underestimate the vital role of your followers and fans in the virtual and actual art world. Your Facebook page is the virtual representation of your artistic activity. It displays your evolution step by step, so employ excellent content and share it in the form of a narrative or storyline. Concentrate on your artistic activities such as your art's final plan, techniques, art shows, works for sale, the potential challenges while creating a work, and your inspiring elements like a relaxing piece of music, a poem, a scene, or similar items. You can call yourself a successful artist as long as more people come to your page and do not unfollow you. Please do not keep them waiting for a long time because they

cannot patiently wait to see the subsequent works or the final image of an incomplete piece. Instead, feed them logically and periodically with coherent posts related to your art. Avoid telling your followers about personal life events that have nothing to do with your artistic activities. However, it will help if you elaborate on the reasons for posting non-art topics that your followers can understand them correctly.

Your Facebook page follows various aims, such as getting likes, comments, shares, and art sales. Liking means your followers see your posts and then leave your page. Leaving a comment is a good sign of starting a discussion, and people become curious to read the comments, and consequently, they spend more seconds investigating your art and may share your posts. Sharing your posts will target your goal, and your art will be introduced to more people, new followers will join your page, and the story goes on. Hence, it is highly suggested that you take high-quality photos of your art following the rules of taking such photographs. Upload your art images with precise and complete descriptions and mention the price, title, year of creation, and technique to produce the art. This thorough information helps buyers know what they want to purchase. Ask your loyal followers, friends, and family members to share your posts; however, never ask strangers because your request has no profit for them, and they will not do it. If you post some images providing the chance to leave comments, you have gone through half of the way. Create meaningful connections between your art and identifiable ideas, philosophies, social and environmental issues, and topics to engage more people. Use this to your advantage. Your followers' comments appear on their pages too, and anybody who sees these comments may find them exciting and come to your page to explore your art. If you have the fortune bird on your shoulder, they will follow you. Enjoy the pleasant expansion of relationships, and attract new buyers.

In the topic concentrated on selling artworks on Instagram, Amir Sharifi advised the artist women of Isfahan to put their art on a wall and then take photographs. The same principle goes for selling art on Facebook and Instagram. Display your art to persuade, and give people logical reasons to buy them. Your valuable art must enrich something far beyond visual beauty, and the viewers must confirm your art's uniqueness. If people can form deep relationships with your art, the chance of buying your pieces will increase. Sometimes, it is excellent to remove, shift, or relocate some posts in your page instead of adding more and more. Do not surpass the fine line between attracting and overwhelming people. Add your online store's link to remind followers

to buy your art. Dedicate a part of your day to responding emails, especially the ones asking about your art's price.

Critical Do's and Don'ts of Selling Art on Facebook and Instagram

- Please do not ruin your good reputation by not answering your followers' comments; otherwise, you cannot refer them to your site and maximize its traffic. Facebook is a fantastic tool to achieve this goal; however, avoid uploading images lacking clear descriptions and basic information. Instead, set appropriate explanations, then press the send button.
- Do not promote yourself on other artists' pages unless they ask you to do it.
- Do not mention other people unless your post is related to them or you have a good reason, and the mentioned person knows it too.
- Most people know how to use PayPal to pay the price of a purchased piece of art. Give the buyers your PayPal account address, then teach them how to transfer funds. If you cannot access international bank accounts, Amiran Art company will help you.
- A group of artists devote a portion to charity institutes' sale prices, so more people try to buy their art. Helping charities give people and galleries a good reason to buy your art.
- Do not increase or decrease your art price dramatically unless you have good reasons.
- Use proper sentences to persuade people for buying. For instance, you may say: "I will sell a collection of my pieces for \$600, which were previously sold for \$900."
- Create a limited number of your works and make them rare. Massive production will ruin your art's value.
- Free shipping is another point in helping you sell your art on Facebook and Instagram. You may promote your base prices to balance the process.
- If you need consultation, complementary information, and scientific art evaluation, contact me (Amir Sharifi) or Amiran Art experts.

ARTICLE

Ancient Iranian Art and Architecture

PARSFORTE CONTENT TEAM



Introduction

Iran is the cradle for one of the oldest civilizations in history, which inevitably comes with a rich historical background. Despite the lack of verifiable information about some parts of its early history, and the rather inadequate amount of reliable archaeological exploration, Iranian art is undeniably one of the richest artistic heritages in the world and consists of various areas including architecture, painting, weaving, pottery, music, and calligraphy among others. This article will try to introduce the characteristics of Iranian artistic works of pre-Islamic era, and offer valuable information about the rich history behind the country's artistic heritage. We will first take a brief look at the Iranian art in different historical periods, from the pre-historic and Median periods, up until the end of Sāsānian dynasty, and later on, we will focus on different types of Iranian art in brief.

Early Iranian period

Apart from the fact that in excavating a cave in «Tang Pabdeh» (Bakhtiari Mountains, northeast of Shushtar) tools and weapons made of rough stone (hammer, arrow, blade and stone ax), from Paleolithic period were found, and in Lorestan province, images of animals and people painted on vertical rocks in black, yellow and red colors were discovered which dated back to about 15 thousand years BC, the prehistoric pottery art pieces found in Susiana are some of the most significant. The pottery work in shape of bowls and vases with rectangular provisions with painted forms of birds and other animals, the curves and the procedure used demonstrates a sophisticated background of



Statue of queen Naparisha - Musée du Louvre

development and experience. The works are unique and have features that distinguishes them from the works of other civilizations of the same period. In the following Protoliterate era, Elam, was a prominent region in terms of artworks, which show similarities with the works from Mesopotamian culture and conventions, and that can especially be due to the geographical proximity between the two cultures.

Animals acting like humans, vessels with animal images and painting which are speculated to be used in rituals, as well as pieces dedicated or depicting Elamite Gods ,Goddesses and royalty, are some of the important examples seen in the Elamite era. Exquisite pieces from the era have been recovered from historical sites in Cheshmeh Ali in the southeast of Tehran, Hesar Hill , Astarabad (Gorgan) and in numerous zones in Qazvin. One of the prominent achievements of the era is known to be the invention of cuneiform by the Elamites. The image below shows one of the famous items discovered from archaeological sites of the era.

Median Period (678 – 549 BC)

The Median kingdom rose to power after defeating the powerful Assyrian government. It was founded in 708 BC with Hegmataneh or present-day Hamedan as its capital. It was succeeded by the Achaemenid Empire in the southern region of Iran, which conquered Media in 550 BC established the great Achaemenid Empire from the Indus Valley and the Pamir Plateau to Syria, Egypt, and Greece.

The impacts and new elements were introduced in this era, influences from the Assyrian civilization, Scythian invasion, and Elamite culture, to name a few, resulted in a rich combination of diverse characteristics. The artwork remains from this era are most notably gathered from four primary sources: Hasanlu site, Ziwiye (Ziwiyeh), tombs found near Qazvin; and unearthed graves in Luristan.

Hasanlu archeological site is the name of the remains of a very well-protected fortress built between 1000 and 800 BCE in the then-capital city of the Mannaeans, located south of Lake Urmia in West Azerbaijan province. It is the site where some extremely well preserved remains have been discovered. These include buildings, relics, and skeletal remains. One of the most noteworthy findings was a golden bowl (Archaeological Museum, Tehrān), depicted in the picture below:



Stunning remains were recovered at Ziwiye site in Kurdistan province near the city of Saqqez, mostly in 1947 . These include daggers, bracelets, and furniture, made from gold, silver, and ivory objects as well as ceramics.

The tombs found at Marlik which are said to be around 53 in number, were the place where a variety of bowls, which share similarities with those of Hasanlu, depicting animal figures and made from gold, silver and bronze from the era were recovered .

The Luristan Bronzes, as they are called, is a diverse group of metalwork and objects with similarities in style but from different eras, excavated near Zagros mountains. These artefacts are so delicate and mesmerizing and their origins is so mysterious, that they remain a source of puzzlement and speculation to this date.

Achaemenian period (550 – 330 BCE)

The Achaemenian period is when the Persian state gained more power and was known as an empire for the first time. Its reign started around 550 B.C. , when

it was founded by Cyrus the Great continued till 330 BCE. Iranian art in this period was greatly influenced by those of Greek and Egyptian civilizations. Architecture was one of the most important forms of art during this time, namely the monuments in Persepolis and Susa. Achaemenian buildings are largely built by stone and are decorated with sculptures. One of such is the Archers frieze of Susa, the royal palace of Darius I (r.



Archers frieze from Darius' palace at Susa, ca. 510 BC; Louvre Museum

486-522 BCE) in Susa which is viewable at the Louvre Museum in France.

Most of these monuments are designed to have enormous columns, usually surrounding a big central hall, decorated with stone carvings, statues and ornamental stone-built figures. This distinct architectural style is possibly best exemplified in Persepolis, or Takht-e Jamshīd, the capital city of the Achaemenid Empire located in southern Iran.

One of the quintessential characteristics of the Achaemenian art is the Relief sculpture. It was influenced by the Greek and Assyrian styles. They were mostly carved from blocks and were to act as enormous decorations for the entrance to buildings and structures. It is important to mention another art form during this period, which is jewelry making, and it demonstrates a fascinating sophistication and level of artistry. It was mostly made with gemstones and gold, and is visible in armory and weaponry of the time such as swords.

Parthian Era (c. 247 BCE – 224 CE)

When the Achaemenid Empire was brought to its end by Alexander the Great in 330 BCE, the culture and art



Ruins of the royal residence (looking south) at Persepolis, Iran, begun by Darius I and completed during the reigns of Xerxes I and Artaxerxes I, Achaemenian per

was influenced by this new era's characteristics, which continued until the second Persian Empire started. The Parthian era demonstrates a unique mix of Greek and Persian art, while maintain some of the features for artworks and architectural structures established during the Achaemenid dynasty.

The Parthians are believed to not be concerned with art due to their military spirit. However, excavations have recovered some important Parthian artifacts, which researchers believed are mainly influenced by Persian and Greek works, which reaches a peak in the first century B.C. with some works that are a perfect mixture of the previous eras' cultural and artistic features, and then slowly declines near the end of the Parthian dynasty era.

Painting, especially decorative designs and mural paintings illustrating plants, animals and humans using flat colors and black side lines (engraving) and special Persian motifs were greatly manifested in this era. However, Parthian pottery had less artistic aspect due to its daily use utility. The most important pottery works of this era are pottery coffins with various linear images and motifs covered with glaze.

One of the best maintained examples of Parthian architecture is the city of Hatra. The city was ruled by Arab princes through time. The wealth of the dynasty is shown in monuments and the material used to depict the princes.

Also, Parthian period is the manifestation of frieze painting that could play an important role in decoration of structures. The most important centers of this art are Mount Khajeh in Sistan and in present-day Syria.

Sāsānian Period (c. 226 – 650 CE)

The Sassanid or the Sasanian period, also known as the Second Persian Empire, founded by Ardashir I, took over after the fall of the Parthian dynasty, and it is considered an outstanding era, since it was able to bring back the lost glory to the kingdom.

The mixture of ancient eastern art, as well as influences from the west like Greece and Rome, with touches of Achaemenid artistry, helped Iranian art reach its peak

eastern influences have come together to create these exceptional artworks.

The Sassanid period, marks the last era of Iranian art before Islam, which entered the country in 651 CE when the dynasty was defeated by the Arab Rashidun Caliphate. However, the influence of such a rich artistic heritage in all its details, which could not be elaborated on in this short article, remained prominent



The ruins of the city of Hatra, in Nineveh Governorate

progress while remaining loyal to local originality and traditions.

The dome and the minaret, were both great examples of the architectural projects undertaken by Ardeshir I. The general outlook was to keep elements of the Parthian structural form, but to bring back the figures shown in the profile or a three-quarter view similar to the Achaemenid era.

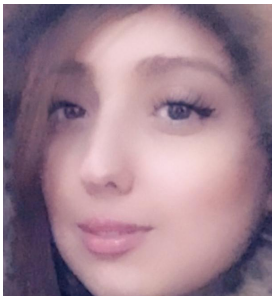
During this period, various factors such as mosaics, murals, plastering and reliefs were used to decorate palaces and buildings, each of which was considered a special manifestation of the Sassanid era. The art of plastering and plastering also became very important. Plants, animal, human and geometric patterns, as well as images from the royal activities or the hunting grounds were largely visible in artworks from the period. The sculptures and rock reliefs of this period are also very important, and many of them are located in Fars province, Salman and Bostan arch of Kermanshah. According to the encyclopedia of Britannica, there are over 30 examples of such reliefs in Iran alone. They are perfect illustration of how remarkably the western and

in the artworks of Iran and other parts of the world, for centuries to come.

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BY SHAGHAYEGH ALAVI



ARTICLE

Clothing Design

TIAM NEKOUUEPOUR

Textile design is another branch of fashion that creates a relaxing and pleasurable atmosphere for anybody interested in the textile and its colorful world filling with many designs and patterns. A particular and predefined source inspired the designers to create an alluring design on textile fiber. Like other fields of fashion, textile design follows the particular basics and rules, so the applicants of this field need relevant education to be armed with the power of science to promote their skills. It helps the designers recognize the rules and techniques of textile design to bring their designs and mental inspirations into reality impeccably. The textile designers are creative, keen, and full of muse and artistic taste and utilize several techniques and methods to bring many shapes and designs into being. Sometimes their designs are

geometric lines inviting the viewers' eyes to observe an outstanding Mandala design, a flower design to induce a sense of vivacity, or a reference to the history of a country, city, or village.

Previously it was mentioned that the textile designer should be equipped with the arm of knowledge, and now we elaborate on the specific aspects of this science. For example, the science of colorology is the first skill that a textile designer needs—the textile design employs solid basics for color harmony. The designer who jumps into the mysterious and unlimited world of colors will give birth to innovative and eye-catching colors to bring mental designs into the real world. Visual Arts are the second crucial aspect in textile design, and the designer should dominate this field which is integrated with textile design. The third considerable point that turns a

textile designer into a professional person is studying different nations' history and background because art is hidden in the pages of history, and finding previous artists assist in reviving the past eternal designs. The textile and clothing designers worldwide employ various countries' clothing history as an original and invaluable source for their new designs. Many people tend to use traditional clothing and textiles in the modern world. Many designers revive classic clothes and accessories creatively to make them accessible for modern human beings. Reviving the traditional clothing and style is exciting for designers and consumers; if you look for endless and surprising designs and ideas, concentrate on employing historical clothing, handicrafts, and whatever is related to your ancestors.

The next significant topic is how textile designers can enter the market to develop their activity. The textile designers have two ways to promote their income, and each way consists of different parts so that the designers can select one according to their taste. The first one is launching a personal workshop confined to having enough starting capital. The second way is employment by Maison, textile factories, textile manufacturers, tile and ceramic factories, or carpets and wallpaper manufacturers. In the clothing design topic, we noted that the owners of brand Maison and businesses confessed the old methods, and duplicating available models in the competitive market for a considerable amount of time would not navigate them towards success because customers seek innovative designs.

Undoubtedly, many occupations want to separate themselves from their competitors by employing skilled textile and clothing designers. For instance, pediatric benefits from childish designs for his/her formal clothes, curtains, and bed covers, or a beauty salon becomes distinct due to specific clothing designs, or a shopping center uses a particular logo over its staff's clothing become easy to recognize in society. As you see, each business needs a creative designer with unique ideas. The textile manufacturers conceive the necessity of employing a designer (using artistic and technical elements for innovation) to produce the best textiles significantly and flawlessly. The presence of a successful designer plays a critical role in the success of a manufacturing entity. The technical elements include textile type, linear density, textile weave, thread and color, and techniques and machines to implement a design. The artistic elements in textile designing include

the designer's muse, talent, and idea and employing particular techniques and tricks to design a textile.

The most famous international clothing and accessory brands use painting techniques or textile designing to represent their unique logo and design over the products such as Burberry check fabric or Louis Vuitton. It is worth mentioning that textile design is not confined to fashion and clothing. Textiles are essential items in our lives and used for different purposes such as antimacassar, furniture, curtain, bed cover, carpet, dolls, kitchen appliances, tablecloths, etc. The textile design field is divided into two areas possessing specific features and conditions, so the designer should follow these rules for textile designing. The first area is fabrography, and the students learn how to design ready-to-use fabrics. Finally, they must know the fabric painting techniques, repeating patterns, the type and quality of textile, different fabric densities, and dye fabric due to fabrics' different dyeabilities.

To present the process of repeating patterns and various printing techniques, please keep reading to learn about activities in this field. Repeat pattern in fabrography means the repetition of a design and pattern to create appealing textiles. The fabric printing techniques are:

- Rotary printing press
- Roller printing or modern
- Screen printing

The second field of textile designing is fiber design which has nothing to do with textile design and patterns. Instead, it concentrates on the science of fiber weaving and fabric textiles fiber when preparing the textile to create alluring and specific designs. The art students should know the types of fiber weaving and textile's fiber; indeed, the final design is created by changing the textile's fiber structure; the purpose of using a textile influences its design, thickness, and fineness. For instance, a textile is used for curtains, evening dresses, or kids and infants clothing possessing particular features to fulfill the consumers' needs. The curtain and furniture textiles must be thick and have good resistance to dying down, but the infants' clothes should possess considerable fineness and delicateness. The designs are embedded in the heart of this beautiful art of clothing design which becomes a part of weaving fabric. The designer consults with the manufacturer to create the intended textile based on the required patterns and designs. Finally, the consumers enjoy the illustration of beautiful weave, design, and pattern.

The next branch of fashion is tailoring which its historical

background is more considerable than other fields. The history of tailors' emergence dates back to the past centuries; in other words, they start their activity before clothing designers, textile designers, stylists, models, and photographers. It is evident that tailoring is among the first occupations in the fashion industry; before the flourishing of the fashion world, the tailors sewed clothes from ready to use textiles based on specific and routine methods. The passage of time and the customers' demand for innovation encouraged tailors to create minute changes in the clothes to produce new and innovative items.

As you might know, tailoring is a tough job demanding time, delicacy, and body power. However, the birth of sewing machine took the place of handmade items; most countries prioritize handmade clothes and consider them valuable items. These clothes and similar handmade products are more expensive than industrial products; the wealthy groups are the loyal customers of the handmade clothes. For instance, a beaded wedding dress prepared by industrial machines is cheaper than handmade clothes in which the tailor sets beads upon specific parts of the body. The hand-sewed shoes are not comparable with a collection produced by manufacturing workshops. The hand sewed leather shoes are more expensive than ready-to-use versions; celebrities and eminent and prosperous people prefer these types of clothing.

Tailoring is one of the money-making occupations provided to be an expert tailor familiar with the principles of business and advertisement. Nobody will know a skilled tailor if he/she does not dominate the marketing world. For example, suppose the tailor is known by few people doubting his/her skills and does not have a good viewpoint about the outcome. The tailor is permitted to elaborate on the textile, thread, sewing's quality, the time spent to sew a perfect and satisfying dress. Still, he/she should avoid exaggerating, which creates negative and unbelievable results. The tailor should be skilled in these categories to present a perfect product. If you are occupied in the tailoring field, please promote these factors and keep training and learning new aspects.

It would be best to learn tailoring concepts before starting your formal education. Some of the main topics that professional tailors must know are designing, cutting, delicate sewing, quality, jacket sewing, volumetric designing, sewing evening dress, kids' wear, etc. Nowadays, most occupations are connected

to technology, and tailors can find various software designed for computers and tablets. If the tailors succeed in working with them, they will become capable tailors who follows high standards. Using designing software like Gemini strengthens their resume. Each tailor can determine his/ her favorite course among women, men, and kids' clothing, although the introductory courses include sewing women, men, and kids' clothing. The tailors will select their line and sew whether evening dress or suit. The professional courses concentrate on sewing an item of particular clothing to present a professional and superb product; the type and delicacy of sewing and materials' quality differentiate the Maison products from the ready to use clothing. You can join the circle of professionals by selecting a specific line after introductory courses to develop your activity.

As you read earlier, tailoring and hand sewing clothes are among the highest-paid occupations. Designing and sewing wedding dresses is another significant branch of the fashion industry and tailoring subset; it is the most exciting, loveliest, and sensitive category. The tailors prepare the most glorious and beautiful dress for customers whose wedding is a unique and memorable moment in their life. The tailors should present the best and the most delicate product, which possesses good durability and delicacy so that long hours of photography and dancing do not affect its beauty and quality. Designing a wedding dress is a sensitive, delicate, and highest-paid occupation in the fashion world.

Wedding dress decoration is another attractive aspect that helps a group of brides who do not prefer simple and minimal dresses but dream about printing unique and unforgettable designs on their dresses. Applique and wedding dress decoration assist these brides; applique are decorated pieces prepared separately and attached to the dress to maximize its beauty. The wedding dress decorations include stones, beads, pearls, lace, guipure, etc. A creative artist promotes the wedding dress's glamour and marks it off and differentiate it from other available wedding dresses. If you are interested in applying beads and stones on dresses or constructing decorative pieces, this tailoring subset is yours. These decorations are applied for wedding shoes and bags but belong to the shoes and bag line; if you like to have a hand in designing shoes and bags, it would be best to add new and alluring handmade items to simple bags and shoes and create a unique and surprising outcome. You can increase your income by designing and sewing

wedding dresses in two ways: launching a personal workshop and Maison, you should buy or rent a suitable place then purchase materials, sewing machine, and other required types of equipment; the final stage is advertising and attracting customers. If you cannot launch your personal Maison, look for advertisements, and promote your resume to be employed by workshops or Maison. Both ways are money-making, and a significant number of famous Maison owners started their activity by working in other workshops.

How to become a successful and well-paid tailor?

The succeeding rules assist you in becoming a successful and well-paid tailor:

- The first point is tailors' creativity, and the tailors should be creative to offer proper suggestions and help the customers select the best models.
- The second point is colorology, and some people consult with their tailors to guide them about purchasing suitable textiles. The tailors should be ready to answer some questions such as «Which color looks good on my skin tone? Which color helps me look slimmer?» and similar questions. Knowledgeable tailors can guide their customers to present a satisfying outcome.
- The third point is knowing linear measures, which means using lines, cutting, designs, and applique based on the body shapes to decentralize the physical defects. For example, all customers cannot afford the expenses of clothing design by a designer and ask their tailors to prepare dress so professional tailors should suggest a proper model for their customers and provide them with understandable information.
- The fourth point is knowing wearing styles, and it is suggested that the tailors be familiar with customers' tastes and cultures to understand their demands. For instance, most people are unfamiliar with fashion and clothing design, relevant idioms, and styles but try to describe the intended dress. For example, the customer may say: «I want something like dresses worn by women in old French movies which consists of the puffed yoke, pleated sleeves, and knee-length circle skirt that fit with a cap,» and you realize that the customer needs vintage clothing. Another customer may need a classic style but says: «I need formal clothing with some differences so that I can wear for informal situations too.» For example, the tailors may have a customer who says: «I want the

most eye-catching and bold dress,» so the tailor will show the maximal collections and help the customer select the intended item. In addition, professional tailors should explore various types of styles and clothing.

- The fifth point is patience; some customers are punctilious and look for excellent and neat works. In contrast, others are meticulous, and the tailors have to design and sew several times.
- The sixth point is the tailors' ability to create a good relationship with their customers and satisfying advertisements, which are two significant points that navigate the tailors towards success. For example, suppose professional tailors lack the communication and advertisements skills to present perfect works and attract new customers. In that case, they fail to promote their business and have loyal and permanent customers.

ARTICLE

Ancient Iranian Jewelry and Ornaments

PARSFORTE CONTENT TEAM



Introduction

Ancient Iranian jewelry and ornaments have remained stunningly appealing to the eyes of their beholders around the world. They have also held their place in international museums and galleries, as demonstrations of the creativity and mastery used in their making. This article will try to shine a light upon the very rich material and spiritual achievements ancient Iran's artists have established due to the existence of different ethnic groups, each of which has its own clothing, traditions and customs. We will take a look at different pre-Islamic periods and their significant achievements and remains in terms of ornament and jewelry craft.

Early Iranian period

In two thousand years BC, the inhabitants of the Iranian plateau began to make jewelry and ornaments with colored beads and beads, and thus, showed their interest in decorations and ornaments. The people of Qashqai tribe and Arabs of Khuzestan region made extensive use of jewelry and ornaments. Jewelry among the Qashqai people includes Mahloo necklace,

carnation necklace, bead necklace, Anbardan, Quran frame, bead and bead bracelet, wig and armband.

The Elamite civilization

The Shush region of Khuzestan, was the home of the amazingly rich and vibrant culture known as the Elamite civilization. The Elamite were particularly

interested in jewelry to the point that they bid farewell to the dead by attiring them using jewelry, such as silver necklaces that were embellished or embellished with bitumen and azure; Gold or azure earrings, silver bracelets and long necklaces made of gold, silver, azure, agate and white beads.

It can be seen from the variety of materials and the level of mastery in making the ornaments that jewelry has played a significant role in the lives of the Elamite. There have been necklaces and ornaments made with gemstones, pearls and precious material found in

Elamite tombs. It is worth a mention that bronze was a far more valuable metal than gold or silver, simply because of its rarity, which goes to show how much importance was put on the making of jewelry and valuable accessories.

One of the famous items discovered from archaeological



Statue of queen Naparisha - Musée du Louvre



Earring – Achaemenid Era – Courtesy of The Met Fifth Avenue Gallery

sites of the era, the statue of an Elamite queen named Napirasu, is wearing a ring on her left hand, probably her wedding ring, believed by archaeologists to be first wedding ring in the world. Earrings were also a favorite accessory worn by the women of this era.

Luristan

The famous bronze artifacts excavated from Lorestan or Luristan, which were mostly found in graves or tombs of the Aryan tribes, demonstrate how the ornaments are interwoven within the culture's customs and traditions. As well as the headbands and necklaces found on the site, the famous and remarkable belt with bronze plates, and leather straps, remains the most fascinating exemplification of the era.

The necklaces, rings and earrings were made exclusively for women because they were believed to share similarities with the measurements of women's bodies. Belts, bracelets and rings with mythical designs and real animals are other objects repeatedly seen in this magnificent period.

The Achaemenid Period

The immensely skillful use of gold and jewelry, and mixing different styles during the Achaemenid period, remains fascinating to this day. In this era ornaments and jewelry can be seen mostly in the form of gemstone bracelets, beads, rings, buttons, brooches, necklaces, etc.

Founded around 550 BC by Cyrus the Great, the Achaemenid dynasty manifests the flawless skills and

mastery in goldsmithing and engraving of metals, and delicate jewelry making process. In this period both men and women commonly made use of jewelry in forms of rings, armbands, necklaces, and earrings commonly. Not only that, but people also used jewelry to decorate their horses, and gemstones were seen on the robes worn by the noble and the elite.

In this great government, which reached its zenith during the reign of Darius I, many of the monarchy's subordinate subjects or tribes donated gold or gold vessels and ornaments to the court treasury instead of cash taxes. If you have traveled to Persepolis, you have seen the role of «Gift to the King» at the gates of Apadana Palace. In this fascinating and spectacular relief, the subjects of the countries under the administration of Darius the Great are presented with gifts and taxes. One of the maps shows the role of the Levantine people who brought gifts of gold and ornaments to the king. Jewelry discovered from a tomb in Susa, which includes a gold necklace that leads to two beautiful lion heads on both sides. These lions' heads were embellished and jeweled, and a variety of precious gems were used in them. Two bracelets, a bracelet with 18 gold pendants, a pair of earrings and a few buttons and 2 other jewels found in this tomb belonging to the Achaemenid period, were buried with the deceased. The complex is housed entirely in the Louvre Museum in Paris.

Parthian Era

Around 250 BC, the Parthian Parthians overthrew Alexander's successors (Seleucids) and founded the Parthian dynasty. During the Parthian period, jewelry became more beautiful and glorious, although in Parthian times they were made with simpler designs. Parthians to decorate and shine objects in eastern Iran; Other nations were learning, showing special interest. Other nations also followed the decorative methods of the Parthians. During the Parthian period, jewelry became more beautiful and glorious. Gold and jewelry were made on smaller scales with simpler designs. They used a variety of ornaments, pendants, small brooches, rings and precious stones. Belts and hats decorated with jewelry were popular during this period. In general, the movement towards simplifying the ornaments in a way that is merely enhancing rather than overpowering, started in the Parthian period and continued afterwards.

One of the growth factors of goldsmithery and working



Earring – Parthian Era – Courtesy of The Met Fifth Avenue Gallery

with metal in this age was the need for jewelry and clothing decorations.

Sāsānian Period

Although it is known that the greatest Persian empire was the Achaemenid dynasty, and that the Parthian reigned for the longest time, it was during the Sassanid era that the quality of jewelry and ornaments reached its ultimate peak. Artists became very well-adept and learned new techniques, which enabled them to make various kinds of jewelry and ornaments not seen before, and with patterns and styles that were much more sophisticated.

Gold was used to not only make simple jewelry and coins, but to be used in creative ways to decorate the clothes and the residents of the elite.

The Sassanid kings are often depicted in artwork wearing stunning amount of jewelry as a sign of wealth and status, and it illustrated the glory and the affluence of the kingdom. The elegance of clothes, households and ornaments was a way of demonstrating such prosperity.

During the Arab and the Roman invasions, a large amount of the treasures from the era have been looted or lost. There are a few remaining masterpieces of jewelry making in the Sassanid era. Some scattered pieces from the era can be seen in galleries around the world, which still manage to show the outstanding level of craftsmanship, luxury, and delicacy manifested in the



Head of a king (detail; c. 4th century), Sassanian. Metropolitan Museum of Art, New York

era's artwork.

The Sassanid era is the last era before the Islamic period starts, which happens after the dynasty is overthrown by the Arab Caliphates in 651.

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BY SHAGHAYEGH ALAVI



ARTICLE

Fashion World

TIAM NEKOUPEPOUR

The importance and the ways of making money in the fashion world is one of the main concerns of anybody who likes to enter this enormous and glorious industry. Employment and money-making in the gigantic and diverse fashion field are highly significant. It is open to questions, and many people want to know whether the income fits their personal needs or not. Having personal desire is not enough to select a field that guarantees the future job; because appropriate and logical income is influential and crucial in choosing a job. In other words, personal desire and excellent earnings are two inseparable and complementary categories in selecting a field of study and job because the modern world is fast developing and changing. These changes create new demands and impose more expenses upon people's shoulders. We will elaborate on this topic by explaining a simple example; we witnessed crucial and vivid changes in people's clothes, makeup, and lifestyle, maybe once in a year in the past years. Nowadays, we observe different and glamorous designs in clothing, cosmetics, and other industries due to the developments of clothing and cosmetic manufacturers and skilled and experienced experts; the fashion world dominates our way of life. Undoubtedly, all of us are familiar with social media. A simple search on social pages navigates us to the fashion bloggers and makeup artists' advertisements debuting various companies' new, creative, and distinctive products. For instance, makeup artists and usual customers accessed classic solid and liquid lipsticks with speedy packages over the past years. The new lipstick palettes are presented with exciting interweaving colors, and special and natural tints are

offered creatively. So, the classic lipsticks are replaced by new products, and each person is encouraged to have these magnetic products.

Having enough income is a must to move forward with these fast-moving and diverse trends to enjoy the developing creativity and beauty. So, the concerns to have a logical income, the level of earnings, and the ways to achieve it are considerable and acceptable, especially for the fashion world newcomers and anybody who desire to start their activity. Now we explore the ways to make money from the fashion world relevant jobs for more clarification. The unlimited and multifarious fashion world has a place for people with different favor and talent. Clothing design is the first way to start an activity in fashion. Clothing designers take advantage of their unlimited knowledge and creativity to resolve the physical defects and design suitable clothes for various body shapes. Successful and keen clothing designers have unique and sensitive viewpoints and get inspired by the mental and exterior situations to affect the fashion world wonderfully; generally speaking, they are zealous persons to design modern and innovative clothes. Due to the expansiveness of money-making ways for clothing designers, they can increase their income through the following ways:

- Launching a brand and personal Maison
 - Cooperating with manufacturers and other brands
 - Personal designing and personalized clothing
- The following paragraphs explain these items mentioned above.

Making money by Lunching

Personal Maison

Launching and establishing a manufacturing unit and a personal brand is the first channel that helps designers approach decent income. They need to apply for registering their brand and getting a business license before anything else; each country follows particular rules regarding brand registration and getting a business license. The next step is to purchase high-quality and appropriate materials such as cloth, button, zip, panel, etc. It varies according to the type, level, quality, value, and price of purchased cloth and other materials. Then the clothing designers should employ an expert workforce based on their business space and capacity; now, the clothing designers and the brand owners can carry into effect all of their designs and ideas and enjoy the outcome. Executing this business is loaded with positive senses for a clothing designer; however, keep in mind that all successful people and famous brand owners stepped into the rocky way of success by launching small businesses, so be patient to fulfill your goals.

Cooperating with Maison and Manufacturers

Clothing designers gather clusters of their pieces during their education and apprenticeship updating each year; they should have a portfolio to present themselves, which helps the clothing designers make a brand owner familiar with themselves for cooperation with Maison and manufacturers. If both parties agree, clothing designers start activity in the entity. Most clothing designers dream about designing for famous brands of their countries and even the international brands, so don't forget that the most impressive your resume and portfolio are, the better your chance of being accepted by well-known brands will be.

Personal Designing and Personalized Clothing

Some people do not intend to purchase ready-to-wear clothes, even made by famous and expensive brands, for a special ceremony or party. Instead, they believe in the uniqueness of their clothes; in other words, they want to wear something that no one on the planet possesses. The cloth should fit their height and physical shape, so they contact the intended clothing designer

to get the desired items. The designer should present the best and the most eye-catching clothing based on the customers' taste and body shape, which resembles none of the available products on the market. In addition, clothing designers can invoke their abilities and skills to dictate their design power over the fashion world in all ways, as mentioned above.

Modeling is a Fruitful Branch of the Fashion World

Modeling is a branch of the fashion world, and the following paragraphs introduce the features of modeling and conditions to enter this field to have satisfying income. Before explaining the prerequisites of entering the modeling field, it would be best to mention that this field is yours if you are significantly interested in fame, popularity, and being seen. Otherwise, it is highly recommended to think twice and consider other fashion fields jobs to find your favorite position. Models are the main subjects of advertising. For example, the publication of their photos on magazines, billboards, and social media makes them famous; the more a model becomes brilliant, the better attracts the businesses and advertising agencies and the more their income will be. Modeling is a money-making field, so many teenagers and young people are encouraged to select this aspect of the fashion world. The manufacturers and clothing designers worldwide look for people possessing good facial features and standard and well-shaped physical characteristics to wear and display their products in advertisements, photographs, fashion shows, etc., to present these products to more people. Undoubtedly, photographs of a model wearing a cloth, hat, or accessory represent better and more detailed views than photos of these products on the table.

This situation paved the way for the emergence of a field called modeling and selecting some people to become models. This occupation is accompanied by advantages, including considerable income and fame; however, like other fields has some disadvantages. The models should have modeling knowledge, training, creativity, and self-confidence to attract the audience. They must be flexible in the modeling field, which comes with many challenges and lifestyle changes, including special diet, continuous exercising, particular skin and hair care, and patience to tolerate long hours of photography to take intended photos. The models' face and body fitness should follow the modeling standards

described in the following parts. The modeling industry has encountered many models possessing unique facial and physical features, which conveys good news for people interested in modeling. The modern world has ignored some standards. The standard height in each country is the average height of its inhabitants; if most people of a country are taller, they are suitable to become a model. So, there is no particular range for the models' height that works for all countries. It would be best if a model possesses 185 cm height for catwalk shows, the bodyweight follows the same rules, for instance, a 185cm high fashion show and catwalk models' weight fluctuates between 60 to 65 kg. However, overweight and average height people are welcome to become models. Generally speaking, the modeling industry is divided into catwalk and photo categories. The first one prioritizes body height, and the last focuses on facial features and body fitness. The fashion modeling job and its characteristics were explored in the above paragraphs; now, we elaborate on becoming a model. You are welcome to enter the fashion industry and become a model in two ways. Still, it would be best to note that relevant education and knowledge about the fashion world are inevitable subjects because people who lack relevant knowledge will not stay active for a long time. Assuming that somebody is equipped with the arm of knowledge to enter the modeling field to be selected as a professional model, they should consider succeeding points. The first way is using the most enormous and influential easy access tool named social media. A significant number of teenagers and young people possess an account or a social page to share their photos to become invited by companies and manufacturers for cooperation. You must share high-quality and impressive photographs on your pages to attract the audience and the business owners; your photographs should catch the eyes of two groups: manufacturers and your audience. The prominent brands need capable models to attract more people for successful advertisement and transactions. Keep in mind that your loyalty in advertising is a small part of your resume and carrier reputation, so it doesn't worth publishing anything that lacks satisfying quality. The modeling agencies are other channels assisting you to become a model. Many modeling agencies across the world aim to train professional models. Hence, they utilize different methods to teach various categories, including catwalk training, proper exercises,

training gesture, shaping face and body, etc. The agencies are responsible for taking photographs, attracting the audience, and making a model famous, although creativity affects all processes. Indeed, the modeling agencies concentrate on discovering and training talented people. Some groups benefit from impressive facial and physical features, making them a suitable option to become a model; however other groups are interested in becoming a model. As a result,



the agency has to turn ordinary but interested people into professional models.

If you want to become a professional and successful model, please consider the following points:

- Have self-confidence and willpower
- Have proper education to enter the modeling field
- Participate in different courses and don't be proud of your knowledge but keep yourself up to date

- Use practical methods for communicating and attracting brand owners
 - Be familiar with social media and influential techniques to promote your page
 - Have close corporation with your photographer to bring creativity to photographs, locations, and positions
- If you dream about fame and popularity and benefit from the features mentioned above, you may step into the modeling field and enter the fashion world.

It is time to introduce another branch of the fashion world called styling and discover some concepts such as styling. Do you know who is the styler, and what does he/she do? Clothing styling is the science of arranging available items based on each person's standards and criteria. Styling is derived from the work style, meaning a well-shaped design that aims to give an identity to a person, a brand, or an event, and the person in charge of executing this job is called a styler or stylist. Indeed, the stylers are fashion directors who aim to navigate fashion through specific concepts toward a particular area and use their knowledge to arrange style's elements immaculately. Successful stylists rely on their knowledge, muse, and creativity, guiding them toward success.

Nowadays, we witness various creativities because human eyes have become tired of monotonous styles; we all need to see and praise unique clothing and new styles. For instance, no man has worn suits and sneakers, while new sneakers and loafer shoes replace classic shoes. The wedding ceremonies didn't fall behind the innovations, and probably you have seen some short wedding dresses worn with sneakers. It is the outcome of a creative styler who has specific fans. Styling is a broad branch that is not confined to clothing but includes hairstyling, makeup, and even standing and sitting styles, catwalks, magazines, and events. Some groups of people fail to select proper clothing for different situations or do not know which clothes fit their body; the styler gives the people identity based on their physical fitness, skin tone, age, haste, style, and way of life, job, etc. One of the most enjoyable aspects of styling is giving identity to persons through a professional style to maximize their self-confidence and help them shine like a star in a ceremony. Whenever you ask a styler to help you with a proper style, you will present the most eye-catching image of yourself and promote your self-confidence; because human beings are inherently beauty lovers and tend to be seen as beautiful and flawless. Styling is an inseparable piece

of fashion that is more popular among wealthy groups and celebrities participating in specific ceremonies. The personal and public cameras are mostly interweaved with ceremonies, so these groups make the best choices to display impressive images in each event. The word «mostly» is selected instead of «always» to show an exception; for instance, in the Met Gala ceremony, no one is permitted to take photographs or make videos except for the ceremony's cameras.

The above descriptions illustrate the styling job as a ceremonial occupation. Styling is not confined to selecting the best items for specific situations; it aims to give a true and deserving identity. Stylists should provide a designed styles album and include all of their styles photographs and photoshoots, which may consist of their corporation with famous people and their photographs in magazines or newspapers, strengthening their resume. The styling occupation is divided into different branches and types, so each person selects one of them according to personal taste. Some of the branches are:

- Catalog styling: preparing advertising catalogs
- Still life: the person specializes in arranging and photographing still life
- Run way styling: the person is responsible for catwalk styles, arrangements, and designing
- Wardrobe styling: the person is responsible for selecting suitable clothing according to the story and the context of a series or a play
- Editorial styling: the fashion article writer is in charge of assessing and criticizing celebrities clothing at events
- Window dressing styling: the designer of arranging shop windows
- Retail fashion styling: the person consults with store owners to promote the selling process with practical techniques
- and other related branches.

After reading the above texts, you will accurately find yourself, and you might be loaded with pure ideas; who knows, perhaps you bring a new field in styling into the unsaturated world of fashion.

Fashion photography is the subsequent significant occupation in the fashion world. Many people pick up their cameras to record impressive moments; however, this field is accompanied by various questions such as who are successful fashion photographers? Who are suitable to become a fashion photographer? What are the features of a fashion photographer? And similar questions. If photography is your cup of tea, please

continue reading.

Fashion photography is an everlasting work in the fashion world, and art pieces become immortal through a photographer's camera lens. The role of a fashion photographer is undeniable because the endeavors of clothing designers, stylists, and other occupying people will be recorded in a lasting image and would be passed to the next generations as a piece of the fashion world's legacy. The history of fashion photography dates back to 1840; the royal girls dressed their unique and glorious clothes and accessories and permitted the photographers to take a snap that ordinary people admired. It gave birth to the emergence of models and fashion photographers. The structure of these words shows that this occupation is for photography and fashion lovers. However, it is a tough job because the photographers should consider the modeling and fashion principles and standards and spend several hours working with models to take good shots in desirable positions and styles.

If you think that knowing how to take photographs would be enough to become a fashion photographer, it would be best to mention that the story is not as easy as eating a piece of cake. Fashion photographers should benefit from complete information about fashion, styles, and techniques. For example, ordinary and advertising photographers present and sell a product. In contrast, fashion photographers work purposefully to choose a frame for illustrating a meaningful story with the help of a stage and a model. Fashion photography is a photography subset that is integrated with the fashion industry; it is divided into four categories, including:

- Editorial fashion photography
- High fashion photography
- Street fashion photography
- Catalog photography

The following paragraphs assess and analyze these categories for more clarification and help you select one according to your favorite accurately.

Editorial Fashion Photography

Editorial fashion photography is considerably different from other photographing categories in that photographers use photographs to narrate a sentence, critique, suggestion, or story in a picture frame. This type of photography does not make bold a theme to maximize selling an item. Instead, the editorial

photographs are precise subjects for journals and magazines' cover layouts to attract viewers' eyes. The editorial photographer's art is restricted to displaying the intended topic in a frame representing their abilities, artistic techniques, and creativity. This kind of photography should narrate an impressive story in the viewers' minds to admire narrative photographs and confess to photographers' mastery in the fashion world. Editorial photography is yours if you enjoy your mental image to express your emotion and take pleasure from writing and taking a shot. The editorial photographers can illustrate various topics using several techniques to narrate their story and invite the audience to see their art.

High Fashion Photography

High fashion photographers should consider particular viewpoints for their photography subjects; famous models and celebrities are their main subjects. The crucial aspects that photographers should focus on are their creativity in selecting positions, the product's condition, and highlighting the product.

Street Fashion Photography

In street fashion photography, the photographers do not deal with backgrounds and editing pictures; the daylight plus some techniques assist them in taking professional photographs. The photography locations are nature, outside space, and anywhere far from human-made made appliances like the streets, parks, roads, and great walls to present the sense of freshness and youth. The primary locations for street fashion photographers are favorite parts of each country, province, and city but step-by-step, they select distinct locations such as the smallest and narrowest streets.

Catalog Photography

Catalog photographers deal with brands, Maison, clothing and bag, and shoe manufacturers. The photographers should prepare the best and the most eye-catching images for catalogs and Journals; they are responsible for journal standard designing and arranging. The critical aspects of catalog photography are lighting, selecting proper angles, and highlighting a product's strengths. This type of photography avoids complicated backgrounds and aims to draw viewers' attention to products' strengths and increase their beauty. The appropriate lighting makes tangible the

details such as material texture and quality to induce the sense of touching a subject.

The Bottom Line

The last but not most minor points in the final pages of this magazine issue are concerned with the significance and ways to enter the fashion world. The previous pages described various branches of fashion straightforwardly to acquaint you with the beautiful and fantastic fashion world. This classified information about different fields and topics could be a valuable source to select your favorite field and help you step into appropriate but challenging ways. No pain, no gain. Keep the following points in your mind, but if you know them, please employ them in your activities, and if you do not read about them previously, it would be best to consider them in your artistic field:

- Respect your customers' satisfaction and avoid producing and advertising low-quality products; the customers' consent should be your preference.
- Practice unique techniques to draw the audience
- Continuous pursuit and endeavor put you in the way of success
- Be honest and respect morals; they guide you towards success certainly

Marketing and selling management are other occupations in the fashion world, and they are like retail buying and share many similarities. Their inseparable connections assist in the project's development and success, although the marketer and sales manager focus on accurate advertising and techniques. They should live among people and assess their viewpoints and taste to arrange proper advertisements for products. During different periods society cares about a topic or a feature; for instance, a restaurant, location, or similar places may win fame and need advertising billboards to present the brand, managers, and staff. Inviting celebrities and prominent persons and sharing their photographs will create a positive marketing outcome. Successful marketers and sales managers should exercise practical techniques for beneficial advertising; however, a clothing and fashion marketer should know various aspects of the fashion world. They should be expertise in fashion and trends and discover dominant areas for marketing.

Taking advertisements and billboards to an electric home appliance store would not be fruitful because the store's customers want to purchase new items to change the decoration of their homes; they do

not prioritize changing their clothing style. On the other hand, taking billboards to a clothing store, relevant events, or clothing stores avenues will create enjoyable and noteworthy results. Marketers should identify the locations and stores with high capacity for fashion advertising or develop relationships with knowledgeable and experienced people. If marketers decide to invite a celebrity to advertise a product, they must select somebody who is clean-cut, cares about wearing styles, and participates in fashion events. Some elements that promote marketers' success include: assessing people's taste, expanding formal and informal relationships with experts, dominating business secrets, developing public relations, wearing suitable clothes, and caring hair and skin due to the unlimited visits with many people in each event.

Marketers should be active and soft-spoken persons to communicate with ordinary people, consumers, buyers, and managers of companies. The marketers are responsible for an accurate and exact process for maximizing their transactions by the power of advertisement; keeping close relationships with buyers is compulsory. The marketers' immaculate assessment and decisions can increase the selling rate and help a brand or business succeed due to employing a professional team. The fashion world is not an exception. The team's endeavors increase brands' fame nationally or internationally, and make the rocky way of the fashion world more enjoyable, and promote profits.

Retail buyers sit among unlimited fashion world occupations that may be less known or unknown job than previously presented occupations; this article continues to introduce the job. The burden of purchasing a store's products is upon the shoulders of retail buyers who are responsible for buying the requested type and number of a product. They have to prepare clothes and accessories for the store after analyzing many aspects like trends and selling rate of a product in a season. Retail buying is not an easy job, and the buyers should recognize each season's trend before their competitors to find the accepted best seller trends.

The retail buyers should be knowledgeable in the economy and selling fields and determine the number of required products and the qualities of the best seller products; they also should define the best seller items and be ready to recharge the store before being out of stock products. This sophisticated process will implement successfully upon an exact and on-time

assessing selling background; the retail buyers should know the customers' needs and fulfill the demands to avoid losing competitive space of selling products. Occasionally, customers look for pleated skirts shop around to find the desired item, so retail buyers should maneuver on this market's demand. In addition, they should prepare pleated skirts from manufacturing workshops to provide the market with trendy and unmatched skirts so that the stores can attract new customers. Finally, finding and analyzing manufacturing entities producing high-quality items is among the responsibilities of retail buyers.

Retail buying is not applicable for Maison and stores with limited visitors; however, the brands and stores active in fast fashion need a retail buyer to provide them with a proper number of products and avoid problems like 'out of stock problems. The stores presenting the brand of Zara need a retail buying. You may hear unpleasant sentences such as «we are out of stock of this item» when you decide to purchase a product seen last week in a store's window. This disappointing sentence displays inappropriate management and intensifies the significance of retail buying to make a store successful. A professional fashion buyer should employ business principles, possess visual creativity and analysis, and take control of negotiation principles in transactions. If you have these abilities and can behave creatively and smartly, you will increase your chance of employment as a retail buyer.

Preparing products according to the market demands and trends is among the retail buyers' duties; they should participate in fashion and wholesale shows and expand their relationships with managers and business people to find each season's trend and order required items before production. The retail buyers negotiate with manufacturers directly, and utilizing the negotiation principles helps them determine the product's price; hence they must be patient to move forward with a deal. Both sides of a transaction want to make a deal and benefit from the most profits, so the retail buyers should negotiate an agreement by sharing satisfying conditions to buy the products. The retail buyers have to balance the transaction and save the business interactions with the most Justice manufacturers to create profitable deals. The retail buyers' and manufacturers' interaction are an excellent bilateral relationship. As long as the manufacturers sell their products at a low price, the buyers can sell them with a low profit and attract more customers. So,

both sides can enjoy the transaction satisfying profits; it is highly recommended retail buyers participate in negotiation courses.

The retail buyers have heavier responsibilities that may not complete at the determined time, so they need one or several assistants to execute the plans correctly and on time. The assistant has no active role in selecting products. Their duty is confined to transporting the purchased items, supervising the personnel selling products, and other sites that increase their experiences. The retail buyers' assistants will become the leading buyers or managers to possess intelligence and persistence. Retail buyers are responsible for managing and directing various lines of a store. If you are a motivated person and interested in accounting and the fashion industry, retail buying would be an excellent suggestion for you because you can benefit from your artistic muse to continue your activity as a company's business manager or executive manager in a store.

The following paragraphs focus on a different branch of the fashion world which you may have complete or incomplete information; stay with us to find more beautiful aspects in the fashion world. Arranging and designing the stores and Masons display cases is among fashion occupations; do you think interior architects design display cases? Arranging the clothing stores and shop centers display cases shares minimum similarities with the interior architecture field, the main similarities are arranging and decorating. A clothing store's display case needs professional design to draw viewers and encourage them to enter the store and visit the products. This process should happen in a blink, and artistic and creative display case design should guide pedestrians to explore the interior space. The designers of a display case, like an editorial photographer, are provided with one frame to illustrate their goals and emotions.

«Nowadays the business markets compete for creativity»; do you know what the meaning of this sentence is? It means that business markets need creativity and innovation to become successful and enjoy selling promotion; these elements are central goals of each business. For example, the display case designers are experiencing some developments in their activity due to rapid changes in each season's clothing and collection; all the business owners pay a considerable wage to maximize their customers and sales. On the other hand, if you want to become an

efficient display case designer, you must dominate significant aspects of this occupation.

As you read earlier, there are some similarities between interior decoration and display case designing, including colorology, stylistics, principles of arranging, lighting, designing, clothes type and quality, feng shui, using designing software, proper advertising, etc. The display case designer needs to learn most aspects of clothing design and decoration; the luxury stores' display case design benefits from new and fabulous ideas. For instance, the designer decorates display cases to bring winter inside the store by stimulating the snowflake. On the other hand, some stores use actual models instead of artificial samples to communicate with pedestrians through the language of signs and body gestures. These exciting ideas flourish from an imaginative and artistic mind to navigate a business toward growth and profit. A professional marketer should obtain the following features:

- Faultless supervision
- Time management
- Computation ability
- Possessing or promoting an analytical and creative mind
- Human resources management
- Problem-solving
- Proper decision making
- Strong public relationships
- Being open to criticism and customers and colleagues' critics and recommendations
- Obtaining analyzing convincing power

This list should not frighten you and think you lack all of these features if you think you are not alone. Some people are shocked and imagine they cannot deal with this occupation; they close their eyes on their interests which is mistaken because these features are embedded in professional, experienced, and skilled managers. Nowadays, you cannot find an amateur person in charge of managing unless he takes this position upon particular orders; obviously, this manager lacks managing power and becomes controlled by behind-the-scenes persons dictating orders.

Education in management is the last step that makes successful and influential managers in the following years; hence they must pass the apprenticeship courses to acquire enough experiences and knowledge to be employed by a relevant entity. Being active, up-to-date, and accepting to acquire more experiences and knowledge help them become managers with

uncountable abilities. Talented persons acquire these skills soon, and some need more time; however, both groups need continuous endeavor and persistence to become capable managers. On the other hand, managers who lack these features will lose their position soon.

The mentioned above points are applicable for all occupations and are not confined to management, marketing, or other fields of fashion; therefore, you must be persistent and concentrate on promoting your occupational position to acquire the desired outcome. The leading law in the way of success is persistence law, and if you focus on this law, you will achieve satisfying results.

ARTICLE

Iranian Painting

PARSFORTE CONTENT TEAM



A Short Introduction and History of Iranian Painting

Painting is one of the most important and oldest Iranian arts that has been through changes throughout history. Its history is full of unique works of art, which demonstrate great taste and beauty. Iranian painting includes a variety of works from prehistoric times to recent centuries that have been created according to various themes. It has gone through changes from the prehistoric time, to the Islamic era, and it continues to evolve in the modern times, especially after the 1979 revolution in the country, which has made the artists reach out for new ways to express themselves and reflect upon the country's turbulent, but rich social, historical, and artistic background.

Early Times and the Prehistoric Era

Iranian painting in the prehistoric period are perceived to be more of decorative and ornamental nature, but over time, epic, mystical, moral, lyrical, and religious themes entered the paintings. Iran is consisted of a vast mixture of different racial, historical and ethnic backgrounds, which provides a rich background for a variety of works in the realm of art, especially painting. The history of painting in Iran dates back to the cave period. In the caves of Lorestan province, painted images of animals and humans have been discovered that belong to more than 12,000 years ago. The paintings depicting battles and hunting with bows and arrows and animals, are among the oldest pictorial works

found in Iran. They are painted in a simple and basic way with ochre red, black or yellow colors on the cave walls. Paintings on various objects and the shapes illustrated on them, shows that the Iranian artists had the skill and knowledge to perform sophisticated techniques from an early age.

The evolution of the visual traditions continued in the Achaemenid era, but the pattern remained hidden under the shadow of Greek influence for centuries; But it reappeared during the Sassanid era and acquired new features in the social and cultural conditions of this era. In the meantime, the Parthians expressed their character in fusion art by approaching the older Iranian and Eastern traditions. The Sassanid and Central Asian heritage reached the Islamic period and had a decisive influence on the flow of Iranian visual art up to the Seljuk period. The Mongol conquest of Iran was the end of this process. In the Sassanid era, Mani, the prophet of the Iranian painter, left valuable works in Arjang's book. Paintings in the Sassanid period, focus on royal activities, that is, to some extent, the mission was to depict and show the greatness of the Achaemenid art empire. However, in the paintings of this era, more plant and animal symbols are used.

The Islamic Era

There is a certain lack of verifiable information about the Iranian paintings at the dawn of Islam, but there is evidence that Sassanid art leaved its mark and continued its influence in the Islamic period. Especially when it came to decorating the royal palaces and illustrating the coins.

From the beginning of Islam until the Seljuk era, painting was mostly exclusive to the royalty, and the common people were not involved in using the art. The art



of decorating the books by paintings reached its peak during the Seljuk, Mongol and Timurid eras. The Seljuk period, which is one of the most important periods in history of Islamic and Iranian art and literature, painting, like Persian literature, reached its peak. During this period, paintings on pottery became popular in Kashan, mostly depicting human figures in a landscape.

The first paintings of the Islamic era are known as the Baghdadi school, which became famous after the Abbasids came to power and Baghdad became the capital. In this school, the drawings of animals and story-based images were dominant, and original simple colors were used in coloring. One good example of this style and era are the depictions of the book *Kelileh and Demneh*.

Another school was formed with the invasion of the Mongols. Although the invasion had catastrophic out-

come for the artworks that were destroyed, it started some new art schools that continued through the years of Mongol dynasties. Their paintings were influenced by Chinese and Mongol culture and art. However, they became interested in Iranian art and painting. Over time, Iranian painters were influenced by the designs and works of Chinese and Mongol artists, and Iranian painting styles were used in the paintings. During this period, a school was established in Shiraz that was less influenced by Chinese and mogolian methods and became known as the Shiraz school. This period it is also called Herat school. Kamaluddin Behzad is one of the most famous painters from this era who changed the form of traditional and courtly painting and shifted the focus from only the royals to people's daily lives. Behzad's works had such an impact on the art of painting that painters of India and Turkey were influenced by it.

The Herat school did not cease to exist with the rise of the Safavid government. Illustrations of Khamseh Nezami are among the most important works of this period. The works done in the expanded capital (Isfahan), were among the ones that elevated the painting style in architecture. Aali Qapo and Chehelston Palace are among the most important buildings of this period. This was also the period in which the western art became integrated with the Iranian art, and the influences were becoming more visible, including the more tendency towards more naturalistic depictions.

The western influence continued after the Safavid era, and a new style of painting was formed. This style of painting during the Qajar period was met with little acclaim. Sani al-Mulk is a prominent painter of the Qajar period, one of the founders of graphic art. He succeeded in publishing images in newspapers for the first time, and this caused a great change in the painting of his time.

Coffeehouse painting was another prominent Qajar time style. The paintings were designed to accompany poetry and screen reading of epic and religious stories in coffee shops. Of course, with the introduction of different and newer forms of media and storytelling, these types of paintings started to fade in popularity and influence.

One of the most important events of this period is the establishment of the Dar al-Sana'i school, where many students were trained by renowned and expert professors and entered the field of art. Mohammad Ghaffari (Kamal-ol-Molk) is another painter of the Qajar period who, after studying in Europe and returning to Iran, stopped painting courtiers and created extraordinary works of nature and people's lives to draw the attention of other artists to this style of painting.

One of the most prominent figures in Iranian painting, Kamal al-Molk (Mohammad Ghaffari) was a part of Nasser al-Din Shah court in the Qajar era. He became interested in the western form of art and travelled to Europe to become more acquainted with this style. His interest in naturalism, and depicting the everyday lives in the Iranian society's culture and environment, which was also influenced by western painting and renaissance painting, led to some of his most fascinating works. Eventually he played a big role in founding the Art School and Art Museum of Iran.

Modern Times

In the late 1940s and early '50s, and in line with immense political changes, the country's art movements also began. It was the time that the western influence was finding its way in the country more than before un-

der Reza Shah's reign. It was after the death of Kamal ol Molk, probably the last great figure of his school, which might have had made room for new ideas and breaking some traditions in order for the new ones to have a chance to be born.

It was the time for modernism to arrive, and it inevitably caused some fundamental changes, which started to shape new artistic tendencies and expressions in a new form, which is known as modernist painting in Iran. Different galleries, press, and exhibitions were very useful in the development of this new art movement, like the 1949 opening of the Apadana gallery in Tehran, and the emergence of Iranian and non-Iranian artists working in the Iranian artworld in the 1950s, which continued in an academic way with the opening of the Fine Arts was starting to show that a generation of new artists are taking the country's painting style, and art in general, into a modern era.

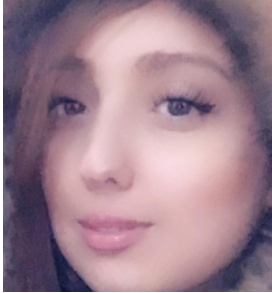
Many of the artists have had to flee the country due to the Islamic Revolution. But this has also helped them to build ties with other cultures, find ways to express themselves in multidisciplinary and multicultural ways, and introduce the country's artistic vision to the world. Some of the most famous names in the modern Iranian painting are Bahman Mohases, Iran Doroodi, Mohsen Vaziri Moghaddam, and Idin Aghdashlou among others.

In the series of articles in this section, we will try to briefly introduce prominent figures in Iranian painting, and shine a light on their individual styles, and influence on the Iranian painting.

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BY SHAGHAYEGH ALAVI



ARTICLE

Gemstones

TIAM NEKOUÉEPOUR

The crystal world is loaded with unlimited clusters of stones that possess unique and fantastic characteristics; if you know the basics of this exciting science and each stone feature, you can help customers purchase proper stones accurately. For instance, some stones are relaxing and suitable for stressed people. Some attract the positive energies of the environment. Others eliminate the negative energies; on the other hand, some stones have healing features and treat headaches and other physical and non-physical disorders. Some stones are known as luck stones, and many nations share similar beliefs about the characteristics of the stones. Sometimes they buy a piece of favorite stone with a particular intention and leave it in the home or office to become a piece of decoration to enjoy its features and relaxing energy. As you know, each person has a specific birthstone which increases the rate of selling birthstone accessories, and most people prefer to bestow birthstone accessories and jewelry to their beloved. However, a group of people believes that carrying the birthstone in pocket brings luck, so a designer can benefit from the features and properties of each birth month stone and customers' behavioral characteristics to present ingenious designs. So, keep reading to know each month's birthstone.

Birthstones by Month:

March: Garnet, Aquamarine, Quartz crystal, Smoky quartz, Jasper, Labradorite
 April: Emerald, Malachite, goldstone, Jade, Pink Quartz or Rose Quartz, unakite, Rhodonite, Coral
 May: Wood Jasper, Smoky Quartz Crystal, Moonstone, Quartz, Peridot, Unakite, Aquamarine, Pearl

June: Moonstone, Amber, Garnet, Hematite, Ruby, Jade, Moonstone, African Turquoise, Ruby, Quartz Crystal
 July: Peridot, Tiger Eye, Wood Jasper, Amber, Quartz Crystal, Black Opal, Jade, Garnet, Malachite
 August: Red agate, Turquoise, Amethyst, Hematite, Garnet, Imperial Jasper, Smoky Quartz, Quartz Crystal
 September: Rose Quartz, Quartz Crystal, Smoky Quartz, Turquoise, Aquamarine, Opal, Goldstone, Serpentine
 October: Goldstone, Emerald, Pearl, Turquoise, Malachite, Topaz, Jasper, Citrine, Rhodonite, Smoky Quartz, Quartz Crystal, Moonstone
 November: Topaz, Peridot, Quartz Crystal, Smoky Quartz, Malachite, Turquoise, Black Opal, Lapis lazuli, Ruby, Aquamarine
 December: Quartz, Tiger Eye, Garnet, Amber, Jasper, Imperial Jasper, Hematite, Quartz Crystal, Ruby, Pearl
 January: Hematite, Amethyst, Lapis lazuli, Amber, Turquoise, Tiger Eye, Aquamarine, Smoky Quartz, Quartz Crystal, Serpentine
 February: Aquamarine, Coral, Serpentine, Turquoise, Amethyst, Diamond, Moonstone, Sunstone, Amber, Quartz Crystal
 This issue of the magazine covers some of the most eminent stones known by more people.

Amethyst Features and Characteristics

Amethyst is that stone of potency and inner power; carrying Amethyst brings success in education.

Turquoise Features and Characteristics

Turquoise symbolizes abundance, happiness, love, health, and beauty. It repels the negative energies, including the evil eye and envy, and protects the stone holder against negative energies.

Garnet Features and Characteristics

Garnet is the stone of healthiness; it strengthens the heart and lungs, promotes immune system function, and detoxifies the blood. Garnet helps improve spine and bone disorders.

Aquamarine Features and Characteristics

Aquamarine symbolizes love because it improves romantic affairs and stabilizes marriage. Carrying aquamarine promotes popularity, power, and success in disputes and judicial affairs.

Opal Features and Characteristics

Opal sits among the stones possessing uncountable features, and most people select due to its beauty and charm. Opal is the stone of love and purity, hope and defeating the enemies. Opal improves impatience and physical disorders, strengthens the stomach, improves gastroenteritis, boosts heart health, increases blood circulation, and is influential in blood cancer treatment.

Topaz Features and Characteristics

Topaz signifies love, affection, and goals and promotes self-esteem and luck.

Citrine Features and Characteristics

Citrine exemplifies self-confidence, personal power, forgiveness, and positive energy. Carrying Citrine brings business success and routine affairs. It strengthens memory, maximizes creativity, and positive thinking.

Ruby Features and Characteristics

Ruby symbolizes healing and relaxation; it promotes a sense of forgiveness, nobility, peace, and success. Ruby is called the love and affection stone, and due to its extraordinary features, it is named transformation stone.

Jade Features and Characteristics

Jade is a luck stone, and it brings balance and compromise. Jade promotes fertility, increases braveness and dignity and resolves laziness. It brings its holder peace, generosity, and braveness.

Blue Emerald Features and Characteristics

It symbolizes trust, dignity, purity, purpose, peace, and tranquility. Blue Emerald maximizes self-awareness, stabilizes relationships, and brings personal relaxation in affairs.

Emerald Features and Characteristics

Emerald opens the heart and third eye chakras; it attracts love, prosperity, tranquility, patience, and loyalty; it strengthens marital affairs and increases fertility. Emerald is the health stone because it fortifies respiratory and visual systems, controls blood sugar, promotes the health of heart and lymph glands, and resolves respiratory and internal inflammation.

Garnet Features and Characteristics

Garnet symbolizes love, popularity, and power; it brings love and sexual desire and promotes the stone holder's popularity, power, and motivation. Garnet strengthens positive thinking and promotes fertility.

Labradorite Features and Characteristics

Some believe that labradorite brings luck. This stone improves talent, removes harmful antisocial behaviors, and brings more relaxation because labradorite maximizes intelligence and spirituality.

Diamond Features and Characteristics

Diamond is among the precious stones with an impressive background; the countries possessing diamond mines are considered valuable spots on the planet. Diamond is the Stone of power. Some articles noted that using this precious stone on the left side of the body helps overcome uncountable groups of enemies; for instance, the person should wear a diamond ring in his left hand. Diamond brings victory and honor.

Rose Quartz Features and Characteristics

Rose quartz promotes the love of God, beloved family members, and friends. This stone increases self-acceptance and self-love senses.

Onyx Features and Characteristics

Onyx is the stone of victory, and it is believed to bring victory in raffles. Onyx brings braveness, resistance, success, and persistence.

Opal Features and Characteristics

Opal is used to resolve negative behaviors and brings ability and helps communicate and express emotions.

Jewelry and accessory designing are among the popular occupations in the fashion world, promoting the designing income provided to be professional in this field. Jewelry designing is a luxury field among the fashion world's top art. Many younger people train and hope to launch their jewelry gallery, have a personal brand, and produce jewels. However, they should go through a challenging way. For example, jewelry design students or art students should pass various courses and gather enough experience to fulfill their expectations. For example, suppose you want to become a jewelry

designer, like different fields of fashion, you should go through academic education or institutional courses to learn the methods and techniques of designing. Jewelry designing courses are not enough to make you a professional designer and you should participate in the colorology fashion world. It would be best to promote your knowledge about precious metals and be armed with knowledge power.

Why a Jewelry Designer Needs Colorology and Petrology?

The natural and artificial stones exist in different colors. For example, a jewelry designer needs colorology knowledge to use accurate colors of stones and jewels to design an eye-catching accessory. The collections of colorful stones and beads will create a mesmerizing outcome if the designers create them according to specific basics and benefit from their artistic taste and muse. The knowledge of colorology assists designers in knowing stones and jewel colors that look good on particular skin tones; it is influential in the advertising and selling process. Hence you find out colorology is a must in jewelry designing.

Now let's explore the necessity of knowing petrology science; if designers have enough information about mineral's type and the stone's structure, they can create accurate and flawless pieces. They learn how to carve stones and benefit from their knowledge to determine the carving type to shape stones in the best way and maximize their beauty. A successful jewelry designer needs to learn stone designing, petrology, colorology, and customers' various styles, wearing, and taste. Knowing styles help them to determine the design goal and concentrate on the target groups who need their design. This information is highly influential in the primary idea and concepts to make the design process purposeful.

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ARTICLE

Master Behzad

PARSFORTE CONTENT TEAM



Introduction

Kamaluddin Behzad is a renowned Iranian painter and teacher, who is known to have had a major influence on the art of painting in Iran, both as a miniaturist and as an instructor. He held titles like Master Behzad and Master Painter, or Ustād Kamāl Ad-dīn Behzād in Persian. He is also known for his innovative styles of painting.

This article tries to briefly introduce the life and works of this creative Iranian artist of the 9th and 10th centuries.

Biography

It is believed that Kamaluddin Behzad was born around the year 1455 in the city of Herāt (in modern day Afghanistan), and was orphaned as a child. Herat was an important cultural and economic capital of the Timurid Empire and a trading center.

Ruhollah Mirak, a painter who was also the director of Shah's library, and a regular acquaintance of the Timurid princes, was the one who took care of him in Herat and taught him the art of painting. With Mirak's support and supervision, Behzad became known in a short time, and enjoyed great artistic opportunities. In 1486, Behzad became the head of this royal academy, and under his leadership, which continued until 1506, the academy reached its highpoint in terms of artistic success and prestige.

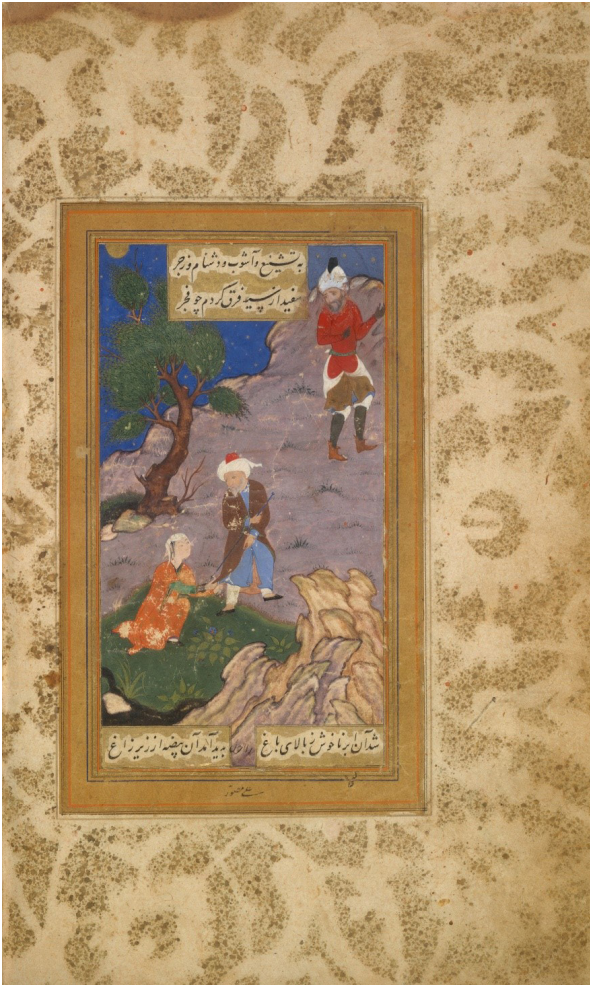
After the victory of Shah Ismail Safavid over Tabriz in 1506, and the establishment of the capital there, Behzad moved to Tabriz. He continued to enjoy the favors of the king, and was the head of the royal library until the end of his life in 1535. According to a legend, in the Battle of Chaldoran in 893, in which the Ottoman Turks defeated the Iranian army, Shah Ismail I hid Behzad as



Self Portrait Attributed to Kamāl ud-Dīn Behzād

a treasure in a cave. He was in charge of all the works in the royal library, such as scribes, painters, calligraphers and theologians, and also the director of the Royal Atelier. Behzad's tomb is located in Herat, under Mukhtar Mountain.

Behzad played an eminent role in the establishment of Tabriz as a center of art, with training many famous artists of the time, which is what he did his whole life, during the Safavid and Timurid kingdoms, while he held positions in the court.



.Bustan (Orchard) of Sa'di- A.H. 936 A.D. 1529

Style of Work and Influence

When it comes to Behzad's body of work, it is extremely difficult to distinguish the authentic pieces made by him, since he was copied meticulously by his pupils and other artists. One important basis of the information about his work is the paintings with his original signature in a copy of Bustan ("The Rose Garden", the famous book by Saadi, some of which are now kept in the Cairo National Library.

Persian miniature usually used in book illustrations or independent pieces of art. The miniatures made by Kamaluddin Behzad were to be kept on an album known as Moraghi. The existing muraqqa was a collection of Islamic miniatures and calligraphy from various sources and standard formats for displaying miniature paintings in Safavid, Mongol and Ottoman Persian empires.

One of the most important and obvious features of Persian miniatures, is their size. Looking at a small-size painting, specifically Persian miniatures, is a more intricate experience, usually done by an individual, or a small group of people, and requires more attention to details. These features are visible in perfection in Behzad and other famous miniaturists.

Behzad is unique in his composition, as well as incredible attention and sensitivity towards colors. His works use a balanced variety of warm and cool colors, and the way each component compliments the painting as a whole, is an astonishing aspect of his work. The role of patterned tiles, and the lively background of the paintings, as opposed to the usual flatness of landscape present in previous Persian paintings, are testaments to of Behzad's enhancing taste and vast elegance. But more than anything, it is his vision that has set his work apart from that of the painters before him.

He had a special talent for depicting the natural movements, and he used that to benefit the narratives or to portray characters as well as physical features. The faces in his paintings look more alive and animated than in the works of his predecessors, which makes them more human in the eyes of the observers. The private nature of the miniature paintings allows for the inclusion of small details, which would take the viewer more time to find.

As Britannica puts it, "In a style marked by harmony, humanism, and grace, he was able to free the miniature from stiffness in presentation and excessive concern with detail. Behzād injected new energy and realism into Persian painting."

As well as signed illustrations for a manuscript of the Persian poet Sa' dī's classic Golestān , and the five miniatures for Sa' dī's Būstān some of his other works include some illustrations in Iskandarnama, a miniature called the hunting ground, Yusef and Zuleykha, and The Seduction of Yusef, and the painting of the building of the castle of Khawarnaq. All of these works demonstrate his keen ability to use transparent and vivid colors, as well as his skillful depiction of the contrast between lively human depictions against a vivid background, and an incredible focus on details.

Concluding Remarks

This article tried to provide you with a summary of the information available about the life of Kamaluddin Behzad, a creative and famous Iranian painter. He created many works during his life, some of the most famous of which were mentioned. Behzad was an incredibly innovative artist in his time, and paved the way for some prominent figures that came after him.



The Hunting Ground

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Battleground of Timur and the Mamluk Sultan of Egypt

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